

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 313909-1  | 10/21/12     | October 2012  | 10/01/12 - 10/16/12 |

| Station | Account Executive    | Sales Office  | Sales Region |
|---------|----------------------|---------------|--------------|
| WPTV    | Marta Salazar-Perren | EWS - Washing | National     |

| Advertiser                 | Product                 | Estimate Number |
|----------------------------|-------------------------|-----------------|
| West / Republican / Congre | Allen West for Congress | 83              |

Billing Address:

**Strategic Media Services**  
**Attention: Accounts Payable**  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/10/12 - 10/16/12 | 313909  |             |

| Billing Calendar | Billing Type |
|------------------|--------------|
| Broadcast        | Cash         |

| Special Handling  |
|-------------------|
| Duplicate Invoice |

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
| 12521 |                 |              |

| Agency Ref | Advertiser Ref |
|------------|----------------|
| 2          |                |

| Line  | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate     | Type |
|---|------------|----------|-------------|----------------|---------|--------|----------------|----------|------|
| 1   | 10/10/12   | 10/16/12 | M-F 430-5a  | 430-5a         | 11111-- | :30    | 5              | \$100.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/10/12 10/16/12 11111-- 5 \$100.00   |            |          |             |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPTV W 10/10/12 4:52 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM<br>2 WPTV Th 10/11/12 4:53 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM<br>3 WPTV F 10/12/12 4:38 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM<br>4 WPTV M 10/15/12 4:52 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM<br>5 WPTV Tu 10/16/12 4:41 AM M-F 430-5a 430-5a :30 AWTV100901H \$100.00 NM      |            |          |             |                |         |        |                |          |      |
| 2   | 10/10/12   | 10/16/12 | M-F 7-9a    | 7-9a           | 11111-- | :30    | 5              | \$950.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/10/12 10/16/12 11111-- 5 \$950.00   |            |          |             |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPTV W 10/10/12 8:26 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM<br>2 WPTV Th 10/11/12 7:29 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM<br>3 WPTV F 10/12/12 8:42 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM<br>4 WPTV M 10/15/12 7:56 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM<br>5 WPTV Tu 10/16/12 7:21 AM M-F 7-9a 7-9a :30 AWTV100901H \$950.00 NM                          |            |          |             |                |         |        |                |          |      |
| 3   | 10/10/12   | 10/16/12 | M-F 10-11a  | 10-11a         | 11111-- | :30    | 5              | \$475.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/10/12 10/16/12 11111-- 5 \$475.00   |            |          |             |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPTV W 10/10/12 10:52 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM<br>2 WPTV Th 10/11/12 10:47 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM<br>3 WPTV F 10/12/12 10:46 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM<br>4 WPTV M 10/15/12 10:59 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM<br>5 WPTV Tu 10/16/12 10:59 AM M-F 10-11a 10-11a :30 AWTV100901H \$475.00 NM |            |          |             |                |         |        |                |          |      |

**INVOICE**

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

|                            |                         |                        |                       |
|----------------------------|-------------------------|------------------------|-----------------------|
| <u>Invoice #</u>           | <u>Invoice Date</u>     | <u>Invoice Month</u>   | <u>Invoice Period</u> |
| 313909-1                   | 10/21/12                | October 2012           | 10/01/12 - 10/16/12   |
| <u>Advertiser</u>          | <u>Product</u>          | <u>Estimate Number</u> |                       |
| West / Republican / Congre | Allen West for Congress | 83                     |                       |

| Line  | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate     | Type |
|---|------------|----------|-------------|----------------|---------|--------|----------------|----------|------|
| 4   | 10/13/12   | 10/13/12 | Sa 10-1030a | 10-1030a       | -----S- | :30    | 1              | \$425.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/10/12 10/16/12 -----S- 1 \$425.00                                       |            |          |             |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPTV Sa 10/13/12 10:19 AM Sa 10-1030a 10-1030a :30 AWTV100901H \$425.00 NM |            |          |             |                |         |        |                |          |      |
| 5   | 10/13/12   | 10/13/12 | SNL         | 1130p-1a       | -----S- | :30    | 1              | \$950.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/10/12 10/16/12 -----S- 1 \$950.00                                       |            |          |             |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPTV Sa 10/13/12 12:46 AM SNL 1130p-1a :30 AWTV100901H \$950.00 NM         |            |          |             |                |         |        |                |          |      |

Total Spots 17 Gross Total \$9,000.00

**Payment Terms 30 Days**

Agency Commission \$1,350.00

Net Amount Due \$7,650.00